

ABSTRACT OF THE DISCLOSURE

The present invention provides users with functions matching their preferences. In an information processing apparatus, a user-information analyzing unit analyzes user information and calculates a variation in parameter. A procedure selecting unit classifies, based on the calculated amount, the user into a predetermined group, and acquires, from a procedure database, a procedure corresponding to the group of the user. A basic part producing unit records, in a product's ROM, various set values. Based on the result of analysis by the user-information analyzing unit, a unique part producing unit records an initial parameter value in the product's ROM. A system controller controls a storage unit to store a characteristic amount extracted by an image-characteristic-amount extracting unit and setting conditions on the image processing which are supplied from a remote control signal receiving circuit so that both are associated to each other. The present invention may apply to television receivers.